



## **The Tiff Advantage**

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BIG Images' preferred file type for print output is the Tiff using LZW compression with all layers flattened. This file type has proven to be advantageous to both the customer and BIG Images for quality of output, ease of handling and processing, and efficiency of storage. To summarize these advantages, they are:

- **Reduced Processing Time** - the Tiff format is easier for the computer to process - our tests show our computers process Tiffs up to 10x faster than the same file saved as a PDF, EPS, or AI. This means you spend less time waiting, more time designing.
- **Reduced Errors** - Tiffs saved with LZW compression and flattened layers eliminate font and transparency errors.
- **Easier Color Management** - support for ICC profiles in PDF, EPS, or AI files differs from program to program, version to version, and thus is not perfect. Tiffs allow your system and ours to consistently communicate color information correctly.
- **Smaller Files Size** - As pictured below, flattened Tiffs using LZW compression are substantially smaller than competing file formats. The benefits to you include reduced transportation overhead (faster network transfers and more images per CD) and easier archiving.

Sample file used in comparison

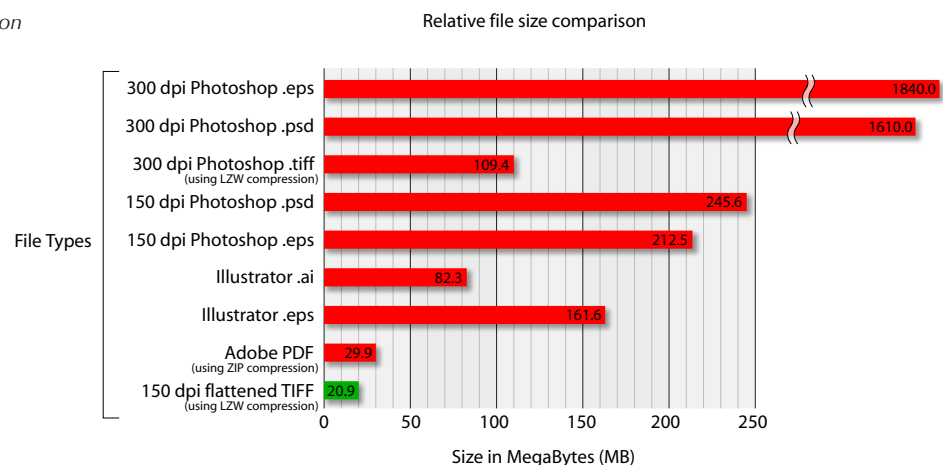


figure 1 - This 87" x 35.5" sample file (on the left) was saved in various file formats - the relative sizes are shown in the graph on the right. As you can see, the flattened Tiff has a significant size advantage over all the other formats.